

I hereby certify that this correspondence is being filed via
EFS-Web with the United States Patent and Trademark Office
on January 29, 2010.

TOWNSEND and TOWNSEND and CREW LLP

By: / Maria A. Mammì /

AMENDMENT UNDER 37 C.F.R. §1.116
EXPEDITED PROCEDURE –
EXAMINING GROUP 3622

PATENT
Attorney Docket No.: 026014-002300US
Client Ref. No.: REG00559 2003 PT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Scholl et al.

Application No.: 10/748,759

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
GENERATING AND PLACING
KEYWORD-TARGETED
ADVERTISEMENTS

Customer No.: 20350

Confirmation No. 2699

Examiner: Yehdega Retta

Technology Center/Art Unit: 3622

AMENDMENT UNDER 37 C.F.R. §1.116
EXPEDITED PROCEDURE
EXAMINING GROUP 3622

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Commissioner:

In response to the Final Office Action mailed December 11, 2009, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.